Philip Morris Promotional Fulfillment

Coupon/Sticker UPC Data Sheet and Order Form

Use this form to provide the information about a program which will include coupons or stickers as well as a request for a UPC Code assignment and art. Send this form to the PM Promotional Fulfillment Assistant, 120 Park Avenue - 7th Floor, New York, New York 10017. Telephone (212) 878-2027 with questions. All information must be provided before a UPC code will be issued.

Today's Date: 3 / 7 / 95 UPC Size %: ~~20~~ 30 UPC CODE:

Prepared By: G. D'Alessandro ~~50%~~ Ext: 2535 OVERNIGHT DELIVERY: ☒ YES ☐ NO

Send UPC To: Name: Connie Balanda Address: L&C 10th floor

Company Name: L&C City/State/Zip:

Brand Program Information: This Information is REQUIRED before a UPC will be issued.

Brand: V Slims Program: ~~Slims Line Ext~~ POS # ~~5~~ 5

Program Description: (Please Be Specific) Direct mail. Direct VS Lgnl / Ultra Lgnl / Slims

Audience Reached: ☐ Offensive ☒ Defensive ☐ Both

Timing: ☐ Yearly ☐ Quarterly ☐ Holiday ☐ Other ☐ Winter ☐ Spring ☐ Summer ☐ Fall

Sweepstakes Entry? ☐ Yes ☐ No

Capture Names?: ☐ Yes ☐ No

OCR CODED? ☐ Yes ☐ No

Coupon Distribution Information: This Information is REQUIRED before a UPC will be issued.

Is this a (check one) ☐ Serialized Coupon ☐ Non-Serialized Coupon ☐ Sticker

Distribution Date: 5 / 1 / 95 Expiration Date: 7 / 31 / 95 Estimated Coupon Redemption Rate: 25 %

Total Circulation: [illegible] Max. Redemp. Cost/Coupon: $ ____ %

Will Coupons /Stickers Be Distributed:

☒ Nationally
☐ Regionally (see below)
☐ Specific Markets (see below)
☐ On a Test Basis

Will the distribution include military? ☐ Yes ☒ No

Method of Distribution (check only one per UPC):

- ☐ Magazine On Page (001)
- ☐ Magazine Tip-In (002)
- ☐ Magazine Special Unit (003)
- ☐ Control Circ. Magazine (004)
- ☐ ROP/Newsp. Single (005)
- ☐ ROP/Newsp. Co-op (008)
- ☐ Sunday Supp.-Single (007)
- ☐ Sunday Supp.-Co-op (008)
- ☐ FSI Inserts - Solo (010)
- ☐ FSI Inserts - Co-op (011)
- ☐ Hand Distribution (012)
- ☐ Retailer Coupon (013)
- ☒ Direct Mail - Solo (014)
- ☐ Direct Mail - Co-op (015)
- ☐ In-Pack-Own Product (016)
- ☐ ON-Pack-Own Product (018)
- ☐ Immediately Redeemable (020)
- ☐ All Other: _____ (025) Please Explain

Offer Information: This Information is REQUIRED before a UPC will be issued.

Face Value: $ 2.00 Terms of Offer: (Describe completely) $2.00 off carton

Discount Offered: _____ % (% of Face Value/Purchase Price)

or Check OneBelow

- ☐ B1G1F
- ☐ B2G1F
- ☐ B3G1F
- ☐ B2G 50¢ Off
- ☐ B3G 50¢ Off
- ☐ Free Pack
- ☐ $1.00 Off Carton
- ☐ $1.50 Off Carton
- ☒ $2.00 Off Carton
- ☐ $2.50 Off Carton
- ☐ $3.00 Off Carton
- ☐ Checker Intervention
- ☐ Other - Provide Details Above

FOR COUPONS ONLY

Distribution break by PM Region: **Distribution break by Market**

PM Region	# of Coupons Released (000)	Market	# of Coupons Released (000)	Market	# of Coupons Released (000)	Market	# of Coupons Released (000)
1							
2							
3							
4							
5							
Total							

Approvals

Brand/Military/Sales: _____ Date: _____

Purchasing: _____ Date: _____

Market Research: _____ Date: _____

Finance: _____ Date: _____

For Promotional Fulfillment Use Only

UPC CODER ASSIGNED: 41282 - 04603

Date Assigned: 3 / 8 / 95 Assigned By: Laura Blackwell

2071423092

AFTER UPC CODE ASSIGNMENT FOLLOW INSTRUCTIONS ON BACK OF FORM.

WHITE-Accounting GREEN-Media YELLOW-Market Research PINK-Purchasing GOLDEN ROD-Requester

#4003F PM USA/REV 9/94

Source: https://www.industrydocuments.ucsf.edu/docs/kxmm0004

INSTRUCTIONS

1. **REQUESTER (BRAND, MILITARY, OR SALES):**

   Complete the data sheet for all coupons and stickers which require a UPC and offer code. Obtain Departmental Manager approval, retain golden rod copy and submit the completed form to PURCHASING.

2. **PURCHASING:**

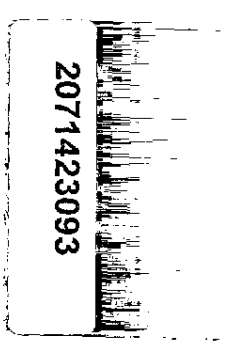
   Review and approve the data sheet. Assign a UPC/offer code and have COMPOSITION generate film for artwork. Retain pink copy and submit the form to MARKET RESEARCH.

3. **MARKET RESEARCH:**

   Review and approve the data sheet, retain yellow copy and submit the form to ACCOUNTING.

4. **ACCOUNTING:**

   Review and approve the data sheet. Enter the coupon data into both the PM-USA and CMS redemption systems. Retain the white copy and forward the green copy to media.



Source: https://www.industrydocuments.ucsf.edu/docs/kxmm0004